

Please amend Claim 1 as follows:

1. (Thrice Amended) A system for generating an advertisement optimized for two or more persons located at a public location, said system comprising:

means for obtaining visual images of two or more persons while engaged in a common activity at a public location;

processing means for contemporaneously receiving said obtained visual images, collecting physical characteristics data of said two or more persons based on said received data, and extracting physical characteristics that are common among said two or more persons from said collected data while said two or more persons are at the public location;

means for generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common physical characteristics for said two or more persons at said public location; and,

means communicable with said processing means for transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

Please amend Claim 16 as follows:

16. (Thrice Amended) A method for generating an advertisement optimized for two or more persons located at a public location, said method comprising the steps of:

a) obtaining visual images of two or more persons while engaged in a common activity at a public location;

b) collecting physical characteristics data of said two or more persons based on said

obtained visual images while said two or more persons are at the public location;

c) extracting physical characteristics that are common among said two or more persons from said collected data and associating products and services for advertisement with said common physical characteristic while said two or more persons are at the public location;

02 d) generating an advertisement related to products or services, said advertisement optimized for said two or more persons according to said common physical characteristic for said two or more persons at said public location; and,

e) transmitting said optimized advertisement to a communication device located at said public location for communicating said optimized advertisement to said two or more persons while at said public location.

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Please amend Claim 29 as follows:

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03 29. (Thrice Amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for generating an advertisement optimized for two or more persons located at a public location, the method steps comprising:

a) obtaining visual images of two or more persons while engaged in a common activity at a public location;

b) collecting physical characteristics data of said two or more persons based on said obtained visual images while said two or more persons are at the public location;

c) extracting physical characteristics that are common among said two or